



Request for City Council Committee Action From the Department of City Coordinator

Date: April 29, 2002

To: Council Member Barbara Johnson, Chair
Ways & Means/Budget Committee

Subject: **New Central Library Project – Public Relations Services**

Recommendation:

Authorization to execute a contract with Anne Q. Ulseth for Public Relations Services with said contract to be executed for the duration of the project in an amount not to exceed \$41,000 per year for each of four years for a total amount of \$164,000 (4400 908 9080)

Previous Directives:

Prepared/Submitted by: Richard A Johnson, Project Coordinator _____

Approved by: John Moir, City Coordinator _____

Presenters in Committee: Richard A Johnson, Project Coordinator

Financial Impact (Check those that apply)

- ☒ **X** No financial impact - or – Action is within current department budget
(If checked, go directly to Background/Supporting Information)
- ☐ Action requires an appropriation increase to the Capital Budget
- ☐ Action requires an appropriation increase to the Operating Budget
- ☐ Action provides increased revenue for appropriation increase
- ☐ Action requires use of contingency or reserves
- ☐ Other financial impact (Explain):
- ☐ Request provided to the Budget Office when provided to the Committee Coordinator

Community Impact (use any categories that apply)

Neighborhood Notification

City Goals

Comprehensive Plan

Zoning Code

Other

Background/Supporting Information

The value of the contract for public relations services for Anne Q Ulseth will be \$ 41,000 per year for a total of \$164, 000.

Anne Ulseth has provided public relations services to the New Central Library project under contract since January 2001. Her current contract will expire on May 1, 2002 and we are desirous of retaining her services for the remainder of this project.

She has extensive communications and public relations experience in the Twin Cities area, excellent relationships with the local, state and community press and experience working on the New Central Library Project and with the Minneapolis Library Board. Her continued involvement in the project will enable us to maintain a pro-active and cost effective communications strategy that ensures timely professional communications and builds interest in and support for the project. Besides developing and overseeing a communications plan for the project, she will direct media relations efforts and support project and library staff in community relations, publications and special events.

The City has been well served by her involvement in this project to date and we would like to continue to utilize her services.